

**GOVERNMENT OF TELANGANA**  
**ABSTRACT**

YAT & C (T&PMU) Department - Sponsorship - International Indian Film Academy (IIFA) UTSAVAM, 2015 at Hyderabad on 05-12-2015 & 06-12-2015 - Sanction of Rs.2,00,00,000/- (Rupees Two Crores Only) - Orders - Issued.

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**YOUTH ADVANCEMENT TOURISM AND CULTURE (T&PMU) DEPARTMENT**  
**G.O.Rt.No. 671**

**Dated: 03/12/2015**

**Read the following:-**

1. From the Special Secretary to CM, CMO. No. 3966/GEN-GP/2015, Dated: 07-03-2015.
2. From M/s. Wizcarft International Entertainment Private Limited, Mumbai, Lr., Dated: 05-03-2015.
3. G.O.Rt.No. 3377, Finance (EBS.I) Department, Dated: 18-11-2015.
4. G.O.Rt.No. 654, YAT & C (T&PMU) Department, Dated: 20-11-2015.
5. From M/s. Wizcarft International Entertainment Private Limited, Mumbai, Invoice No. WIZ/IIFA/15-16/117, Dated: 27-11-2015.

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**ORDER:**

In the reference 2<sup>nd</sup> read above, M/s. Wizcarft International Entertainment Private Limited, Mumbai has informed that the International Indian Film Academy is a first of its kind effort to promote Indian Cinema globally, thus reaching out to millions of its fans. Wizcrafts International Entertainment Private Limited spearheads this pioneering effort, which is India's first and premier event management and entertainment agency. IIFA is ready to launch its new edition "IIFA Utsavam" - Celebrating Cinema of the South. The IIFA Utsavam weekend & Awards will have a good mix of serious content along with glamorous, glitzy showcase of the phenomenal talent from destinations such as Hong Kong- Business Head Honchos, Actors, Directors, Producers, Distributors & Exhibitors who work together to strengthen ties between business communities & cinema in India & South East Asian Markets.

2. The agency has further informed that the total project cost is Rs.30.00 Crores of which 28 crores is being raised through strategic tie-up & sponsorship from various private organization and brands and requested the Government to sponsor an amount of Rs.2.00 Crores in order to promote the event globally. Accordingly, Government have agreed to sponsor an amount of Rs.2.00 Crores vide reference 4<sup>th</sup> read above.

3. In the reference 5<sup>th</sup> read above, M/s. Wizcarft International Entertainment Private Limited, Mumbai has submitted a invoice for an amount of Rs.2,00,00,000/- and requested the Government to release the same.

4. Government after careful examination of the matter, hereby sanction an amount of Rs.2,00,00,000/- (Rupees Two Crores Only) as sponsorship to M/s. Wizcarft International Entertainment Private Limited, Mumbai for organizing International Indian Film Academy (IIFA) UTSAVAM, 2015 at Hyderabad on 05-12-2015 & 06-12-2015.

5. The amount sanctioned at para - 4 above shall be debited to the following Head of Account:-

"3452-Tourism, 01-Tourist Infrastructure, 102-Tourist Accommodation & Other facilities to tourists - Schemes included in PLAN, 11- Normal State Plan, 20-PMU-Promotion of Tourism / Events, 500-Other Charges, 503-Other expenditure".

**(P.T.O)**

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6. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw the amount sanctioned at para - 2 above and disburse the same to M/s. Wizcarft International Entertainment Private Limited, Mumbai through online. The following are bank account details:

Bank Name	:	Axis Bank Limited
Branch Name	:	Statesman House, 148, Barakhamba Road, New Delhi
Account No.	:	911 02 00 11 039 555
Swift Code	:	AXIS IN BB 007
IFSC Code	:	UTIB 00 00 00 7

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANGANA)**

**B. VENKATESHAM  
SECRETARY TO GOVERNMENT**

To  
M/s. Wizcarft International Entertainment Private Limited, Mumbai.  
The Assistant Secretary to Government and Drawing & Disbursing Officer,  
YAT & C (PMU) Department.  
The Deputy Pay & Accounts Officer, T.S. Secretariat, Hyderabad.  
The Accounts Officer, YAT & C (PMU - Claims) Department.  
SF/SCs

**//FORWARDED::BY ORDER//**

**SECTION OFFICER**